file I-2

Mr. Robert L. Parker June 21, 1976

Tom Keim

VIRGINIA SLIMS Trademark Suit in Canada

The attached is a complete listing of all the promotions and a brief description compiled since VIRGINIA SLIMS' introduction in 1968 to present.

Mike Tobin is forwarding directly to you black and white scripts and scenes of six representative VIRGINIA SLIMS commercials that were used in the television medium. If you should desire any other additional information about our television commercials, please call him directly at: Leo Burnett, 312-236-5959.

I have also enclosed a copy of the VIRGINIA SLIMS AMERICAN WOMEN'S OPINION POLL to give you an idea of what this product publicity promotion entails. Should you have any further questions, I suggest that you call Judy McCall in Public Relations.

I have spoken to a couple people who worked on VIRGINIA SLIMS in 1970 and 1971 and who remember that Calgary, Canada was one of the sites or stops during the Powder Puff Derby that VIRGINIA SLIMS sponsored. However, I could not find any other additional information other than that.

I hope that this will be of some help to you. Please feel free to contact me should you have any further questions.

/pr
Attachment

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Source: https://www.industrydocuments.ucsf.edu/docs/tkdh0005